



To: BUSINESS EDITOR

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WCEC News Release

HOW TO WRITE ADS SEMINAR SCHEDULED

SEWELL – (February 21, 2013) – The Women's Center for Entrepreneurship Corp. will offer a 3-hour *How to Write Ads that Sell* seminar in Gloucester County. The following are just some of the topics that will be covered: proven methods for creating effective advertising that pulls customers in & gets them buying, critical advertising mistakes & how to avoid them, and how to test & measure your advertising so you know what works and what doesn't. *Participants are encouraged to bring a current advertising piece that you can critique and improve.* The WCEC is partially funded by the U. S. Small Business Administration's Office of Women's Business Ownership, and the NJ Division on Women, as well as other corporate sponsors. This class will be held on March 21, 2013, from 6:00 PM to 9:00 PM, at Gloucester County College, College Center, Room 206 (second floor), 1400 Tanyard Road, in Sewell. This class is free of charge and is open to both men and women who wish to attend. For registration and information, please contact the Women's Center for Entrepreneurship at 973-507-9700 or visit our website at www.wcecnj.org.

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